FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00031703 **Type of Permit:** FILMING **Release Date:** 09/23/2010

Production Company THREE-ONE-O PRODUCTIONS

Insured Company Name THREE-ONE-O PRODUCTIONS
Contact Phone No. 1 310-306-0600
Contact Phone No. 2
Fax 310-306-9595
Address 4151 REDWOOD AVE
LOS ANGELES, California 90066

Production Title PETSMART

Type of Production Commercial - Standard

Producer Diana Bland

Director Norry Niven

1st AD TBD TBD

Production Manager TBD TBD

FilmL.A. Coordinator Naomi Kajiyama

Location Manager Mike Wislon
Primary Phone Mobile - 818-599-3886
Secondary Phone Office - 310-306-0600

Location Assistant MIke Wilson
Primary Phone Mobile - 818-599-3886
Secondary Phone

Fees

FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY - BEACH USE	$400.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
FILMLA MONITOR FEES	$120.00

Total Permit Fee $1,230.00

Number of Locations 1

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Summary Information — Location

Permit Number	F00031703	**Location Manager**	Mike Wislon
Production Company	THREE-ONE-O PRODUCTIONS	Primary Phone	Mobile - 818-599-3886
Insured Company	THREE-ONE-O PRODUCTIONS	Secondary Phone	Office - 310-306-0600
Production Title	PETSMART		

Location Address 17700 Pacific Coast Hwy, Los Angeles, CA, 90272

Location Name WILL ROGERS STATE BEACH

Location Type Beach

Location Description LA COUNTY BEACH

Film Dates 9/24/2010 - 9/24/2010 06:00 - 18:00

Open or Closed to the Public Open

Generic Conditions
FilmLA Monitor required at a minimum of four hours.
Must comply with attached Beaches and Harbors Conditions
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Please see attached documents
ThreeOneO.Petsmart.31703.AL.pdf
BEACHES and HARBORS WILL ROGERS BEACH CONDITIONS Dec 2009.pdf
COUNTY PARKING LOT GUIDELINES.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	7
Cast/Crew vehicles	48
Cube Trucks	4
Generator	1
Honey Wagons	1
Motor Homes	1
Portable restrooms	1
Stakebed Trucks	2
Vans	3

Personnel on Location

Type	Quantity
Cast	5
Crew	40
FilmL.A. Monitor (s)	1

Filming Activities Exterior Dialogue; Talent walking dogs on beach.; Dog on beach with trainer; Beach props on sand (beach towels, chairs, umbrellas, & beach balls); Gators, mules and 4 wheel drive vehicles on sand for transportation of equipment; Requesting to remove volleyball net from volleyball court on beach near Tower # 12; FilmLA monitor required 0500-0900 hrs;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 630 **Grid:** H6

Location Notes
No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
All production companies must contact parking management prior to film date and make arrangements for parking, payments and staffing (see parking lot guidelines attached). All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

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Production Title	PETSMART		

Approvals	LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS	Marisol Camey
	LOS ANGELES POLICE DEPARTMENT	Gabriel Martinez

Coordinator Note No drivings shots on sand
Gators/Mules/4x4s are for transportation of equipment only; Gators/Mules/4x4s must be returned to parking lot when not in use
Dog must be with trainer on leash and off sand when not in shoot
Production must clean up sand area of dog waste immediately

Coordinator Note FILMING NEAR TOWER 12
No water activity

Coordinator Note FilmLA monitor may stay later at the discretion of FilmLA and company will be responsible for additional fees

Coordinator Note Filming 0600-0700 hrs is restricted to 10 crew, 1 camera truck, and 10 crew cars only

Coordinator Note Company must park on the southern side of PCI Lot 2W and nearest to Tower 12

Coordinator Note Receipt # for animal permit: 25424

Parking

Base Camp
Location Type : Private Parking Lot
Street : PCI Lot #2 (120 spaces) 0600-2200 hrs

Crew Parking
Location Type : Private Parking Lot
Street : PCI Lot #2 (120 spaces) 0600-2200 hrs

NOT A PERMIT

Special Filming Conditions for Los Angeles County Beaches

WILL ROGERS STATE BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- No parking, blocking or staging in handicap spaces, meters, electric charging stations or Pay and Display machines
- May not interfere with lifeguard or maintenance activities at any time.
- May not interfere with scheduled beach activities or special events.
- May not block public or emergency access at any time.
- Companies must make parking arrangements for parking in LA County parking lots through Parking Concepts, Inc (PCI) prior to first film date. Sign removal in LA County parking lots is prohibited.
- **Lifeguard towers must be indicated on permit.**
- No catering or craft services allowed on pedestrian walkways or bike path.
- No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit. *All dogs must remain on leashes and off sand when not filming.*
- **Use of 4-wheel drive vehicles on the beach are approved for equipment transporting only. No joy riding on vehicles on the beach at any time. Vehicle speed is limited to 5 mph at all time.**
- **NO DRIVING SCENES ON SAND.**
- Digging holes less than five (5) feet deep must be approved by Beaches & Harbors and indicated on the permit. Holes deeper than five (5) feet will require Cal Osha approval (213) 576-7641 with written approval to Beaches & Harbors.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement and time. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*
- Tent use must be indicated on permit. *No staking into parking lot. Sandbags must be used.*
- **When utilizing beach in front of Gladstone's, companies must also contact Gladstone's (310) 459-9746**
- **All equipment must be 10 feet from bike path. Companies must fly cables over bike path.**
- No filming at Lifeguard tower #4
- **For Automobile commercials: The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.**

NOT A PERMIT

PARKING LOT GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

- **THE PRODUCTION COMPANY IS PROHIBITED FROM PARKING IN DISABLED PARKING SPACES, SHORT-TERM METERED OR BLOCK ANY PAY STATIONS AT ANYTIME (NO EXCEPTIONS).**

- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

- A walk through is to be conducted after the production company has parked all of its vehicles. This walk through is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

- The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and coned-off spaces.

- Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contact the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8am to 5pm.

- Parking fees are **not** included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company **estimated charges** for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4pm) for the use of the parking lot(s).

- Cancellations of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

- A parking contract does not constitute a film permit.

FilmLA 3/24/2010

NO FEE PERMIT

Permit #E00031703

Appointment of Beautiful Day Permits
As Authorized Agent and Representative

I certify that I am a representative of Three One O Prod ("Principal") and am authorized to enter into binding contractual agreements on it behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Beautiful Day Permits and its employees and agents ("BDP") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through ("Film L.A., Inc.") for any city, county or other jurisdiction where Film L.A., Inc. operates; to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to and such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or it insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner of messenger used by) BDP. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints BDP as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film L.A., Inc. and any city, county, or other jurisdiction where Film L.A., Inc operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this be revoked by Principal at any time in writing delivered to Film L.A., Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint BDP as agent for Principal, and based upon that authority I hereby appoint BDP as Principal's agent as set forth herein.

Dated: 9-23-10

Three One O Prod
Name of Principal

By: [signature]
Representative's Signature

Michael P. Wilson
Print Representative's Name

Location Manager
Representative's Title

4151 Redwood Av
MDR Ca 90292
Principal's Address

310-306-0600
Principal's Telephone

Jordan & Michaela Wright
Beautiful Day Permits
Phone (626) 934 - 1280
Fax (626) 934 - 1281

NOT A PERMIT